MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BEL1014 – ELECTRONIC COMMERCE
(All sections / Groups)

2nd March 2018
9 am – 11am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of FOUR (4) pages (including Header Page).

2. This question paper consists of FOUR (4) essay questions.

3. Please answer all questions.

4. Please write your answer in answer booklet.

QUESTION 1

Explain the following terms giving examples where appropriate.

I.	Web 2.0 applications	(5 marks)
II.	Private industrial network	(5 marks)
III.	Domain Name	(5 marks)
IV.	Packet Switching	(5 marks)
V.	Cookies	(5 marks)
VI.	Phishing	(5 marks)
VII.	Affiliate Marketing	(5 marks)
VIII.	Web Bugs	(5 marks)
		(Total 40 Marks)

Continued...

QUESTION 2

The International Conference on Information Systems (ICIS) 2017 has highlighted the following statement in their homepage to call for academics, practitioners and experts to explore issues and opportunities related to business value of information systems.

"As the information and communication technology advances, knowledge, product, and even manufacturing itself become digitized and people can get information and knowledge they need at any time through the Internet. Accordingly, consumers who have relied on the information and products provided by companies pursue their own values based on the information they collect, which makes mass production systems focusing on the current technology and price lose their competitiveness. In this environment along with the global economic stagnation, excellent companies like GM and Kodak which had dominated the market for decades have suddenly collapsed. However, there are some other companies like Google, Facebook, and Apple which are arising from this chaos. That is, companies which can understand a variety of customer needs and solve their problems with quick and creative ways can have plenty of opportunities to grow. Otherwise, companies go out of business."

Source: International Conference on Information Systems, Seoul South Korea, "Transforming Society with Digital Innovation", accessed on July 20th, 2017 from https://icis2017.aisnet.org/

Explain:
a) What is disruptive innovation?

(5 marks)

b) Using Kodak as an example, why excellent companies still collapsed, despite focusing on their customers, improving their product features and quality?

(5 marks)

c) How Kodak could had handled disruptive innovation better?

(10 marks)

(Total 20 Marks)

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QUESTION 3

a. "Enterprises have begun to derive value from big data, but many challenges remain. Lufthansa has successfully discovered big data value, addressed the technical complexities, and used big data as the basis for renovating its traditional business model to one that embraces customers as value co-creators."

Source: Chen, H. M., Schütz, R., Kazman, R., & Matthes, F. (2017). How Lufthansa Capitalized on Big Data for Business Model Renovation. MIS Quarterly Executive, 16(1).

Based on the statement above on Lufthansa's experience, describe
a) at least **THREE (3)** ways how data mining could be used to increase revenue from existing customers.

(10 marks)

b) at least **THREE (3)** concerns/challenges of using big data.

(10 marks)

(Total 20 Marks)

QUESTION 4

a. In an E-commerce environment, indicate **THREE (3)** vulnerable points of security risks. Use a diagram to support your answer.

(5 marks)

b. For each vulnerable point of security, list the type of security threats in existence.

(10 marks)

c. Describe at least 5 ways organizations can undertake to counter the security threats.

(5 marks)

(Total 20 Marks)

End of Paper